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WHOLESALE PRICES

Harrold's

PEDIGREED

PANSIES

for 1953

Harrold's Pansy Gardens and Greenhouses

HORTICULTURISTS SINCE 1902

P. O. BOX 29-R

GRANTS PASS

OREGON, U. S. A.



In a NUTSHELL

Harrold's Pedigreed Strain

PANSIES

Are Your Best Value - Best Buy!

AMERICA'S MOST COMPLETE LINE: A careful examination of the following pages will, beyond a question of doubt, demonstrate our statement that "The Harrold's Pedigreed Strain Line of Pansy and Viola Seeds is America's Most Complete." Fourteen original Harrold introductions and forty-seven other Pansy varieties, plus seventeen of the best Viola varieties is a presentation equaled by no other Specialist Source.

A LINE OF QUALITY: Included in this selection will be found the right variety for your purpose and climate or a variety at a price that will prove to your liking. Several of the varieties offered, it will be noticed, are developed for special purposes and some of these are entirely exclusive with this line.

BACKED BY EXPERIENCE: Our founder, C. W. Harrold, who is still actively in charge of development and growing work is the oldest Pansy seed breeding specialist in America. At eighty-two he has devoted more than fifty years to this work. Other members of our staff have been engaged for nearly 40 years in this one operation.

A MODERN LINE: Since 1930 more new strains or improvements of older strains of Pansies have been developed and released by our gardens than from any other American Source. These have been widely accepted and used as we are constantly in contact with more than 8,000 professional tradesmen like yourself. The user of our seeds sees the result of all this work but added to the direct development work on the variety we have done much in the development of new methods of production, cleaning, storage and shipping. These are all plus values that are a bonus to you when you use **HARROLD'S PEDIGREED PANSIES.**

PROFESSIONALLY PROTECTED: A strict policy has been followed for many years to protect our professional customers. We do not knowingly sell to home gardeners, garden clubs or any other non-professional person or group at these trade prices. Although this is not always a policy universally followed by all seedsmen, we feel strongly that as your work is your living you are entitled to such protection.

AN ESTABLISHED LINE: Harrold's Pedigreed Strain Specialties have been nationally advertised at the trade and retail levels for many years. It is among the two or three oldest American Specialty lines in this field. Advertisements have appeared in uninterrupted sequence in some Trade Journals for more than 25 years. In National Magazines more than 3,000,000 copies annually appear with Harrold Pansy ads. In the direct by mail field we distribute several hundred-thousand catalogues, folders and other mailing pieces annually at both the wholesale and retail level. These are produced in our own printing and lithographic department that is completely equipped to do anything from an envelope corner to full color process reproductions. The best recommendation of all is that more than 100,000 packets of these seeds have been distributed during the past few years to professional florists and nurserymen, park departments, large estates, resorts and fanciers in every State, all Canadian Provinces and 18 Foreign Countries. Practically all sales are direct to the ultimate planter.

HORTICULTURAL SPECIALISTS SINCE NINETEEN HUNDRED TWO

Harrold's

PANSY GARDENS and GREENHOUSES

Originators of The Famous Harrold's Pedigreed Strain Pansies.

C. W. HARROLD
M. E. HARROLD

GRANTS PASS, OREGON, U. S. A.

SEASON OF 1953

RE: PANSY SEEDS for SUMMER PLANTING -----

We submit herewith our SPECIAL GROWERS PRICELIST of HARROLD'S PEDIGREED STRAIN PANSIES AND an extensive selection of other varieties, along with companion seeds of much interest now.

THE HARROLD'S PEDIGREED LINE is one of the oldest in America and its development and production is the personal achievement of THE OLDEST LIVING AMERICAN PANSY SPECIALIST and one of the oldest firms in this field. He, C.W. Harrold, has devoted more than 50 years to the development of this quality line. It is a line backed by many years OF NATIONAL ADVERTISING, both at the professional trade and retail levels through prominent TRADE JOURNALS and POPULAR NATIONAL MAGAZINES. It has had the most extensive direct mail publicity of any specialist line in this field as we are constantly in touch with more than 8,000 professional tradesmen and 40,000 gardening enthusiasts through our catalogues and bulletins issued several times a year.

In the scope of the variety selections NO OTHER SOURCE approaches the varied selections offered in the enclosed list. Besides 14 HARROLD'S ORIGINAL PEDIGREED VARIETIES we supply more than 40 other varieties of American and Imported Pansies and Violas.

S A L E S A N D A D V E R T I S I N G H E L P S

In addition to the fundamental value and quality of the line itself with its wide advertising and recognition, the following are some of the many advantages to be obtained by placing orders with us:

In addition to the fundamental value and quality of the line itself, with its wide advertising and acceptance, the following sales helps are supplied to you to build for you a better selling program.

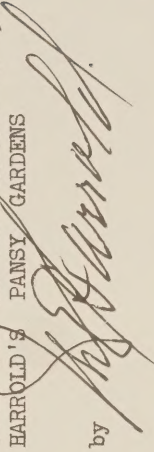
CULTURAL BOOKLETS: (Sample Enclosed) An ideal promotional booklet for stimulating sales this year and in the years to come. They are EXCLUSIVELY YOURS FOR WE IMPRINT YOUR NAME AND ADDRESS ON EACH ONE (the only address appearing on them) and AT NO ADDED COST TO YOU. You will notice that the text is clearly and expertly written, MODERN AND COMPLETE and they are well lithographed in an attractive manner. Best of all they are priced economically - much cheaper than you could publish them even in rather large quantities. They have eye-appeal and a high practical value. WE WILL INCLUDE (on request only made at time of placing the order for your seeds) 20 of these booklets with the first minimum order of \$10.00 for HARROLD ORIGINATIONS. Two added copies will be given for each added \$1.00 of order. YOU MAY BUY as many as you want, if you are growing HARROLD ORIGINAL VARIETIES (varieties prefixed by Harrold's) at \$2.25 per 100; \$20.00 per 1,000; 5,000 for \$80.00 postpaid.

MAY WE SUGGEST: the use of these culture booklets as advertising mail-outs? They are more effective and practical than post-cards for they stimulate actual planing for Pansies and suggest more forcefully your services. We can supply envelopes and form letters printed to your specifications to accompany them too.

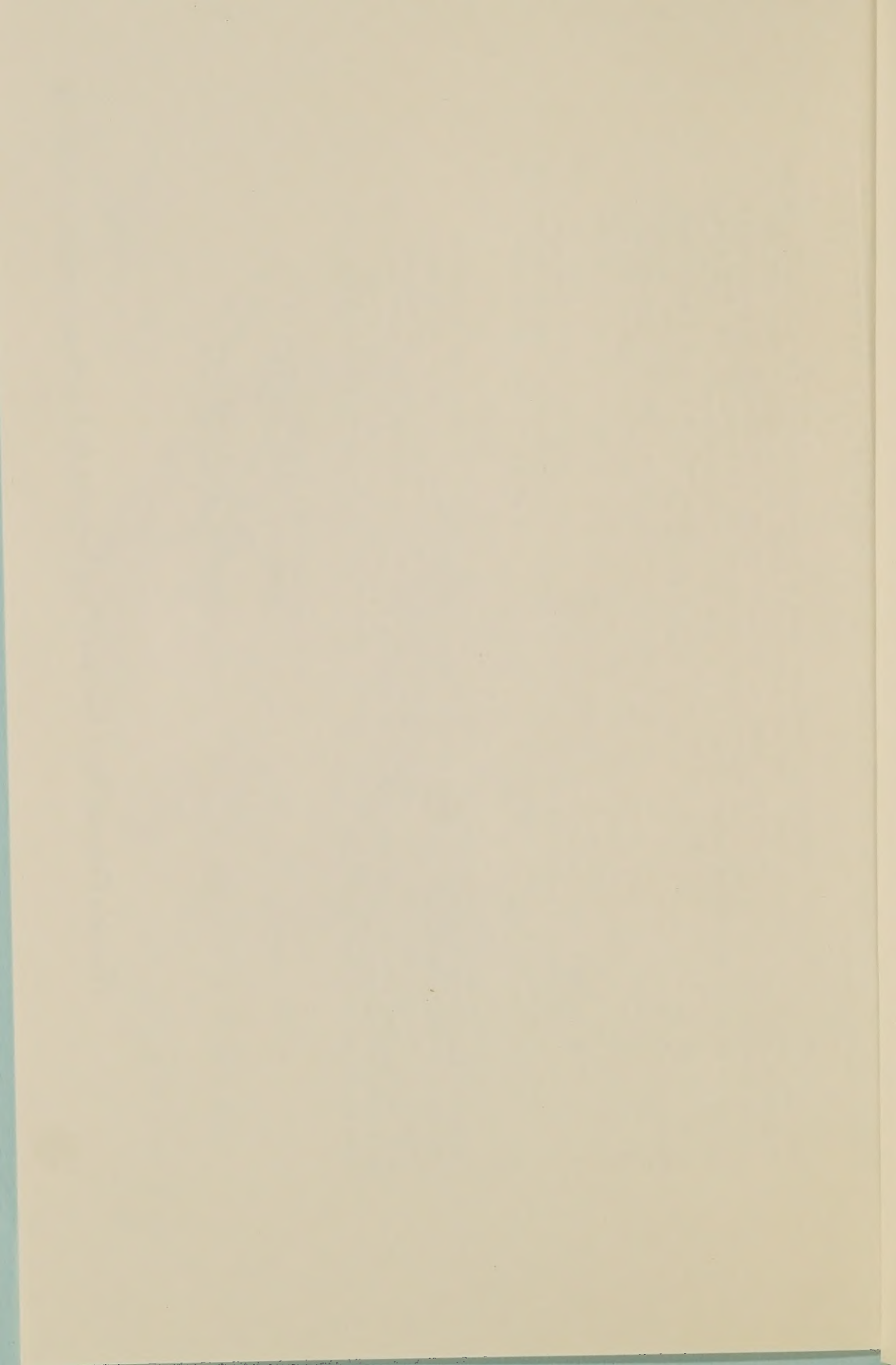
COLOR POSTERS: Production is progressing on one of these showing MODERN HARROLD'S PEDIGREED PANSIES in full, brilliantly natural colors, reproduced by the latest PHOTOGRAPHIC PROCESS on a newly developed paper that makes a picture as striking as a color photograph. These will help you sell Harrold's Pansies when displayed in your shop or sales-yard. One copy will be supplied without cost with orders for Harrold Varieties amounting to \$10.00 and additional copies with each added \$10.00 ordered. As many as you need when growing Harrold's Pansies at 10¢ each for additional copies.

Yours for the best Pansies in '54
HARROLD'S PANSY GARDENS

by



Harrold's Pedigreed Strain Seed and Plant Specialties for Florists



PLANTING SCHEDULE FOR PANSIES and VIOLAS FOR THE COMMERCIAL GROWER

These suggestions are made as a guide to commercial growers of Pansies and Violas as a guide to those who have not before been planting them or to refresh the memory of the old grower that it is now time to plan for spring sales.

NORTHERN STATES:

This includes all states where frosts come early and where the plants should be given a good start to winter well.

For bedding types plant first planting during July, usually sometime between the 15th. and 20th. A second planting should be made about Aug. 1st. and a third planting the 15th. to 20th. These will develop successively giving a good supply of prime plants throughout the entire spring selling season.

INTERMEDIATE STATES:

This includes all states where frost is not to be expected until after the middle of October and where winters are seldom much below zero. Early planting here is not so essential, advisable or in some cases not to be recommended.

Spring sales stock here should be planted no earlier than the last week of July with a second planting about Aug. 15th. and a third planting the end of August. In spite of later planting more winter growth occurs and early planting may result in plants too large when sales season starts.

WARM SOUTHERN STATES:

This includes all areas where temperatures are not apt to drop below 10 to 12 degrees above zero as well as those where the Pansies will grow and bloom all winter as in the Southern States, and along the Pacific Coast. In fact in many of these areas Pansies should be grown as a winter flower.

Fall and winter sales stock should be planted from Aug. 1st. to 10th. These will bloom by Thanksgiving in these climates. A second planting should be made about mid-Aug., a third around Sept. 1st. and a last planting Sept. 10th. to 15th.

SPECIAL PURPOSE VARIETIES:

This includes Cut-flower and Pot Pansies for winter culture indoors.

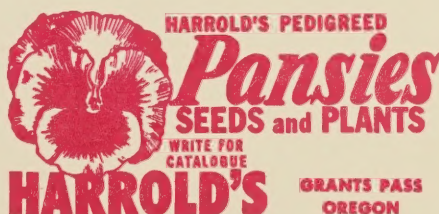
Plant early and through Sept. Should be grown with same treatment as bedding stock until they reach early bud stage when they are brought indoors for forcing. Grow in a cool house, as far from the glass as possible and supply good ventilation and moisture.

TRANSPLANTING:

Don't do this when plants are too small. They are best transplanted when they have at least 6 to 8 leaves. Use much care to transplant at proper depth - the same at which they grew in the seedling bed. In severe climates do this early enough to get over shock of setting before severe cold and ground freezing.

PLAN YOUR PANSY CROP NOW!

We will probably offer but very limited quantities of Pansy plants this fall to the trade - none in spring and no Violas. Our facilities are required for seed production and retail plants. We shall be glad to refer plant inquiries to our growers who plant for this trade both at the whole-sale and retail levels.

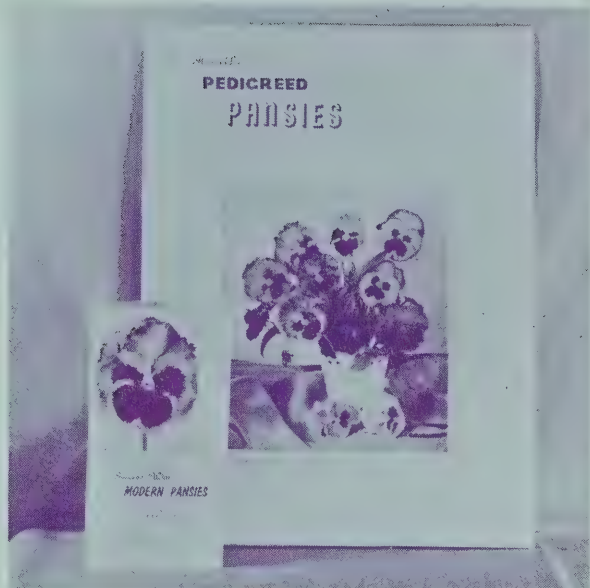


Harrold's CO-OPERATIVE SERVICES

FREE ADVERTISING

LETTERHEADS - ENVELOPES
BUSINESS CARDS - TAGS
PRICE LISTS

AVAILABLE AT COST



FREE CULTURE BOOKLET & COLOR POSTER

FREE CULTURE BOOKLETS

This is an ideal advertising piece to make more satisfied customers and to interest more gardeners in your Pansy plants. Handed to the customer at the time he buys plants they will reduce the possibility of complaints and lead the customer to an easy success that will bring him back year after year.

The modest cost of these booklets in unlimited quantity for advertising purposes make them practical for use as mailing pieces to promote your Pansy sales. Their 3½x6 inch size permits their mailing with statements or any other mailing piece where they ride free. They are far more effective than post card mailers because they impart more information.

THEY ARE COMPLETE: Expertly written so as to meet practically all cultural questions, their 8 pages is adequate but not too large. Lithographed in color ink on color paper their appearance is pleasing and attractive. They spell out the quality of your product.

EXCLUSIVELY YOURS: Our address appears no where on them but **WE IMPRINT YOUR NAME AND ADDRESS ON EACH COPY COMPLETELY WITHOUT ADDITIONAL CHARGE.** They serve **YOUR CUSTOMER WITH YOUR SERVICE.**

FREE TO YOU WITH SEEDS

With each basic order for \$10.00 worth of seeds of **HARROLD'S PEDIGREED VARIETIES**, those sorts whose variety name is prefixed

by Harrold's, you receive 20 copies without charge. With each additional \$1.00 of seed order two additional copies will be supplied. If you grow and sell Harrold's Pedigreed Varieties you may have **UNLIMITED QUANTITIES** of these booklets at \$2.25 per 100; \$20.00 per 1,000; 5,000 for \$80.00 imprinted with your name.

SAMPLE COPY FREE ON REQUEST

COLOR POSTERS

Produced by the latest Photo-printing process on the newest high-luster paper and showing the most modern type of Pansies these posters are attractive and will be found most useful. A **COPY FREE** with the basic \$10.00 order for seed and another with each additional \$10.00 order. You may have as many as you wish if you are growing Harrold's Pedigreed Pansies at 10¢ each.

OTHER PRINTING

BUSINESS CARDS: Simulated engraving in black or blue up to 7 lines on excellent quality cards for \$4.75 per 1,000.

STATIONERY: Letterheads, envelopes, statement forms, invoices, tags or labels. Send sample or sketch as to what is desired and we'll quote.

ADVERTISING: Send sample or sketch and manuscript and we'll gladly quote for letterpress or lithography.

Continued From Preceding Page

YOU BENEFIT: This experience, background and acceptance all is favorable for your practical use of seed items from this complete line. It has resulted in a fundamentally sound product, a product widely known and best of all we have through years of publicity in both the professional and retail trade developed a pricing structure that is sound. Thousands have been made aware of the existance of better Pansies that are available at a price assuring the grower a profit. We will gladly send you a copy of our retail catalogue demonstrating this feature on request.

SELECTING AND GROWING

HARROLD'S Pedigreed Strain PANSIES**Easily Grown Almost Anywhere**

**In Bloom For Months In Most Climates
Hardy Practically Anywhere**

The breeding and experience that has developed this group of Pansy varieties affords you the ultimate in quality in this universally popular, easily grown garden flower. Excepting the Harrold's Tall Cut-Flower variety they will all withstand 10 to 15 degrees of freezing without protection and when given light protection, such as is given other moderately hardy perennials in your climate, they are hardy in any part of the U. S. and Canada.

The flowering season of most varieties can be extended over a season of a least six months and in many favored climates over the entire year. American bred and grown for our American gardening conditions and taste, they afford the finest selections you can obtain. Selections that properly made and with reasonable culture will give unsurpassed results. Naturally your local climate, garden situation and the care given to their culture will determine the final result to some degree but you must have good variety and strain quality as a foundation. Originally our work was exclusively in supplying the critical professional grower and we still do this to the extent of something over 6,000 florists, nurserymen and seedsmen. During the past few years, however, we have also served more than 35,000 home gardeners.

SPRING CULTURE

Two methods of establishing satisfactory Pansy beds in the spring are possible. In either case no consideration need be given the problems of wintering the plants.

Probably the least trouble is to procure plants ready to set into your beds where they soon come into bloom and give a beautiful display. The plants of the Harrold's Pedigreed Original Strains are available as listed in this catalogue for delivery to you direct from our gardens or you may procure many of these sorts from your local bedding plant grower. If buying locally **ALWAYS INSIST ON GENUINE HARROLD'S PEDIGREED PANSIES.**

The most economical Pansy beds can be established by planting the seeds now. For early beds, seeds planted indoors during February and then transplanted into the flowering bed when the growing season starts, will afford nice bloom by the middle or latter part of May and these will bloom well into the summer.

Seeds may also be planted right in the bed where the plants are to bloom as soon as the soil can be worked and is warm enough to give germinating conditions. Pansies like a cool, moist situation while germinating and in the early stages of growth so that usually this sort of planting can be done in most places during March, April and early May.

We have a good supply of both plants and seed for this spring planting season and will be able to serve you for either type of culture.

FREE CULTURE BOOKLET

Our booklet "MODERN PANSIES" Their History, Culture and Habits will accompany all orders for seeds or plants. This gives complete information needed for your success with Pansies.

THE VARIETY TO SELECT

The selection offered in this catalogue is the most complete made by any grower of seeds or plants. At first glance the mere scope of the selection may be confusing but each variety has its own characteristic and use.

In mixtures the price range to some extent is an index to the capabilities of the variety as to the size of flower and richness of color range. The more costly are the more highly bred and more recent of introduction. There are colors and combinations in these varieties that are not included in the older and less costly sorts. From the standpoint of quality, however, all Harrold's Pedigreed Strain varieties are grown to a quality not a price.

BEDDING MIXTURES

In general there are two distinct groups of these. The so-called **EXHIBITION GROUP** is the largest flowered generally and the most useful where mass plantings in the most showy colors viewed from a distance is desired. The color formulas usually are of lighter shades that show to brilliant effect and this brightness is enhanced by the fact that this group has a characteristic smaller center blotch and develops more of the self (plain colors) than the fancy group.

The **FANCY GROUP** gives truly giant flowers in the darker and more velvety shades. The center blotch is large, covering three and sometimes all five petals over as much as half their area. The general effect is much darker on overall color tone and so at a distance this group does not show so brilliantly. However, when viewed as individual plants or where planted in spot plantings about the garden they are most useful and attractive.

EXHIBITION MIXTURES

We consider our Harrold's Pedigreed Giant Art-Shades to be the largest flowered in this class and the most desirable. The color range is modern and in every way these meet the most popular demand. Our Harrold's Pedigreed Giants are an older strain, the parent strain of the Art-Shades and are considered still by many of our gardening customers to be most preferable.

FANCY MIXTURES

This year our new introduction, Harrold's Pedigreed American Giants, of course heads the list in this class. This is followed by our Harrold's Pedigreed Swiss Giants which has been our top strain in this group for several years. Harrold's Improved Swiss is an old standby preferred by many since its introduction back in the '20-s.



A view of one of our Pansy seed production fields at the early harvest period. In order to maintain strain quality and a good color range growing must be done in acreage blocks as small operations limit quality selection. All mixed seeds are formula blended from harvest lots spread over several weeks so as to insure a uniform range of colors and to adjust for varied ripening time of the different shades. Experience is the foundation of quality.

COMBINATION MIXTURES

C. W. HARROLD'S PRIVATE BLEND tops the list in this class and was our 1949-50 novelty introduction. We suggest a careful examination of its description farther over in this booklet. Harrold's All-American Bedding Mixture is another combination mixture that merits attention by the gardener who is interested in as much variety as possible in a single sort at an economical price.

NOVELTY MIXTURES

We afford a selection of several of these that are developed either with a special growing condition in mind or a special color range that adds variety and enjoyment to your gardening. Certainly these several varieties merit your consideration.

FORMAL COLORS

This group of separate color selections are ideal for planting beds or borders that are to carry out a specific color scheme and they are the cream of this type of stock to be obtained. All are as true to color as any stock commercially available but where strict color uniformity is desired over-planting and selection will be required as no Pansy plants grown from seed may be depended on to be 100% true to shade or even color. Generally color uniformity will be true from 80 to 90% but we suggest that over-planting of 25% or more be practiced and selections made for planting as the first blooms appear on the plants.

**Select Several Types For Variety
And Full Enjoyment**

WINTERING PANSIES

Pansies and Violas are much hardier than many gardeners realize. They will winter outdoors in most sections of the U. S. A. and Canada with little or no protection. Where temperatures normally don't go below 15 degrees above zero it will be found that protection is of little need and mulching in wet climates is to be advised against.

Plants that are to winter in open beds where temperatures below 15 degrees is expected should be planted by Aug. 20th and transplanted as soon as they have 6 to 8 leaves into the beds where they are to winter. This will probably be by early or mid-Oct. No protection should be given until the bed is frozen, then evergreen boughs may be turned up-side-down over the bed or a light mulch of straw or marsh hay applied. This is left on until the spring thaw and should not be so heavy but that some of the leaves are visible. The purpose of a mulch of this kind is not to raise the temperature of the bed but to slow down the freezing and thawing cycle that may kill the plant by "spewing", causing damage to the roots. This is the only danger and not the cold itself.

Beds where Pansies are to be wintered must have good drainage as the combination of cold and wet feet may prove fatal and if not will certainly damage the plants, causing small flowers and weak growth the following spring.

Wintering in cold-frames may prove less troublesome and more certain although with a little care it is not a necessity. You can have very satisfactory Pansies with reasonable attention to details as outlined in our culture booklet sent with each order.

They're NEW
HARROLD'S PEDIGREED
American Giant
Pansies

NEW COLORS

GIANT SIZE

LONG STEMS

EARLY FLOWERING

ROBUST ^A_N_D HARDY



This new race of Pansies will certainly please those fanciers who prefer their Pansies large in size, deep in color and velvety in texture. We feel proud to offer them as our fiftieth anniversary introduction. Description of necessity must be a comparison of some sort that many gardeners know. In this instance the most widely known strain of similar type would be the popular "Swiss" types although this new race is much improved and a decided step forward in the development of "Fancy Type" Pansies. As much so as the "Swiss" race was at the time of its introduction.

The plant habit of these Harrold's Pedigreed American Giants is compact and robust bearing flowers with exceptionally long stems well above the foliage. They have foliage of bright green with huge leaves and the plants have proven to be of the hardiest constitution. They winter well, bloom early in spring after the winter rest and continue to bloom well into the hot weather. In fact they stand heat the best of any Pansy we have grown. Because of this a planting made in early spring right where the plants are to bloom usually results in an attractive bed right through the summers heat followed by a brilliant display as the cooler fall days come. Well resistant to the very few pests and diseases that affect Pansies.

The flowers are very large - on a par with our famous Harrold's Pedigreed Giant Art-shades - but the velvety deep tones set them apart from most other Pansies. There is a predominance of red in the color blend with many deep red shades or multicolor flowers that have red in the color combination. Blue and purple are of course represented in moderate numbers but it is the bronze and pink shades that attract the attention. Yellow is of course present but in balanced proportion and there is practically no white. Self colors have not so far developed to a noticable degree in this mixture. Many multicolor combinations, however, are entirely new. The seed and test beds of this variety have been a center of attraction in our nursery for the past two years.

SEED PRICES: Per Trade Packet, about 1,000 seeds, \$2.00; 1/8 oz. \$4.50; 1/4 oz. \$7.75; 1/2 oz. \$15.25; 1 oz. \$30.00; 2 ozs. \$50.00; 3 ozs. \$70.00; 4 ozs. \$87.50.

Harrold's

ATOMIC DAWN

Because of restricted production potential this variety has not, and probably will not be available in large quantity. For that reason it was offered in but limited amounts in last summers catalogue.

Strictly a novel blend of rather soft colors in shades of pink, lavender, delicate blue, light gold and carrying many pastel shades entirely new to Pansies. The poly-chrome bronze shades are especially striking although a bit vagrant in number due to the particular characteristic of these types. Many flowers are heavily ruffled. Size is medium giant with a hardy plant habit.

SEED PRICES: Trade Packet, about 500 seeds, \$3.00; $\frac{1}{16}$ oz. \$8.00; $\frac{1}{8}$ oz. \$15.00; $\frac{1}{4}$ oz. \$25.00.

Harrold's

SUNSET GIANTS

Another blend in a special color range which has had much popularity since its introduction several years ago. As these shades are mostly of limited reproduction we have not been able to get this blend onto a commercial quantity production. Mostly of Sunset Shades of orange, red and gold these make a bright colored stock for borders or mass bedding. The plant habit is quite hardy and unusually robust for these shades. Flower size is medium giant and of quite round form, some with moderate ruffling.

SEED PRICES: Trade Packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00; $\frac{1}{8}$ oz. \$9.00; $\frac{1}{4}$ oz. \$17.50.

Three Other Novelties

These three novelties, while not of Harrold origination, are we believe of interest and value and so following the policy of many years standing we bring them to you so that we may again say that when it comes to Pansies and Violas - All The Best Is Stocked By Harrold's.

PANSY SWISS GIANT CLARET: Another shade of the so popular Swiss reds. Lighter and more brilliant these consist of several closely related shades and markings. Plants have usual compact Swiss form.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.50; three Packets for \$4.00.

PANSY HARMONY: A compact, ruffled form claimed to be hybrid although probably not technically a hybrid. In any event the color range is striking, a bit different and quite pleasing. Would classify as a "Fancy Type". Many of the flowers carry the characteristic large blotch of the "Fancy Type" but have a distinctive blending of several colors in the ground coloring. Flowers are usually quite round when grown in a good culture with petals well overlapping.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.50; three Packets for \$4.00.

VIOLA GEORGIA PEACH: This new shade, bright and of delicate peach coloring, is a striking addition to the Viola group that will undoubtedly become a favorite among Viola Fanciers. The blooms are unusually large for this family, often being larger than a silver dollar and their form is almost perfect. Round, the petals well overlapped and the edges moderately ruffled gives a flower form of almost ideal uniformity.

SEED PRICES: Trade Packet, about 500 seeds, \$1.50; three Packets for \$4.00.

NOTE: In this group you may assort any combination of three packets to obtain the quantity price.

OUR NOVELTY
1949 - 50



C. W. Harrold's

PRIVATE BLEND

The name here is most descriptive as this strain has been the personal project of the founder of our firm who is now the oldest active Pansy breeding specialist (80 years), with 50 years of horticultural experience, in the U. S. A. Blend denotes the fact that it is formula blended from several different stock lines so that we know that its variety and novelty is going to be attractive to you.

It may be that a bit of background history would be of interest. Much of the basic lines that go into this blend have their foundation in development work we did more than 25 years ago. As early as 1929 we were working with breaks that produced many orchid and pastel shades. These, however, at first refused to be hardy enough or have sufficient vitality to withstand the gardening conditions that the average gardener was sure to give them. We felt that by 1940 we had a useable strain and we introduced it as Harrold's Pedigreed Giant Art-Shades - Orchid Selection. At that time it was the equivalent of the present day so-called "Hybrids" but we were still not satisfied and so during the war years it was withdrawn for further development. Just where the name "Hybrids" enter into this is difficult to determine for as far as is known this type of stock originated from natural breaks in normal Pansy stock and they have been developed by selective, not cross breeding with a different variety of the Viola family as would be the case were they truly hybrids from a technical standpoint.

The faults of earlier stock of this type was mostly their inability to stand the elements. The sun burned them in hot weather and the wind damaged the flowers. This we have

eliminated almost entirely and they truly carry their beauty to your garden in a manner that does not need unreasonable babying. The early breaks were of Albino nature thus quite weak of constitution and it has remained for careful breeding to reduce this trait to a practical degree.

As now represented this blend probably carries over 800 colors and color combinations and markings. Many are new and not released before except in our Pedigreed Novelties. Most notable are the soft pastel and poly-chrome shades with lightly penciled throats overlaying shades of brown, maroon and orange. Usually the ground color of these flower types are pastels of orchid, lavender, cream-pink, terra cotta and heliotrope. For color contrast some more definite deep colored types are included in the blend but the overall effect is a light color range.

SEED PRICES: Per Trade Packet, about 1,000 seeds, \$2.00; $\frac{1}{8}$ oz. \$4.50; $\frac{1}{4}$ oz. \$7.75; $\frac{1}{2}$ oz. \$15.25; 1 oz. \$30.00; 2 ozs. \$50.00; 3 ozs. \$70.00; 4 ozs. \$87.50.

Harrold's Pedigreed NOVELTIES

The seeds sold under this name are a blend composed of surplus from our breeding and development work, therefore the supply is always limited. The name has remained constant since this stock was first offered in the early '30s but the seeds contained in the formula is different from year to year. Because of this they can not be priced as ordinary seeds but are offered and recommended to the fancier who is looking for novelty. The mixture does contain much that may develop similar to the better of the other Harrold's Pedigreed Originations. It also contains crosses made on these parents that will be different and interesting. Generally it is a type of seed not usually available to the public.

Any attempt to describe the coloring, type or form is impossible because of the very wide range of parent stock and the fact that the seeds supplied last year may not even resemble the blend supplied this season. The considerably reduced picture at the right shows but one of many unusual markings to be found in this blend. An effort is made to include only those stocks that maintain a high standard of form, substance and hardiness so they will be satisfactory under general garden culture.

SEED PRICES: Trade Packet of about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00; $\frac{1}{8}$ oz. \$9.00; $\frac{1}{4}$ oz. \$17.50.

PRIMROSES ARE
A GOOD COMPANION
FOR PANSIES



Harrold's Pedigreed

GIANT ART-SHADES

We consider this to be **THE FINEST EXHIBITION** type of Pansy available today. With good culture the flowers are extremely large (we have had them 5 inches across in the seed production fields) with excellent substance. They are probably the earliest flowering of the real giants and the coloring is very brilliant. Normally there are more than 500 color combinations and markings in this mixture with many pastel shades as well as pure, deep colors. The markings, typically **Exhibition**, range from self colors through the dainty penciled to the tri-color blotches having a veritable rainbow of color in a single flower like the one illustrated below. Plant habit under good culture, is equally robust and this variety is hardy under reasonable treatment anywhere in the United States. For mass bedding these are not excelled because of the brightness of the color range. At the same time many unusual specimens may be selected from the mixture for the individual spotting of color in the garden. Flower stems are quite long and stiff making good bouquet material. These are an improved progeny of our Harrold's Pedigreed Giants listed on the next page.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.75; $\frac{1}{2}$ oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.





GIANT SIZE
VERY HARDY

Harrold's
PEDIGREED GIANTS

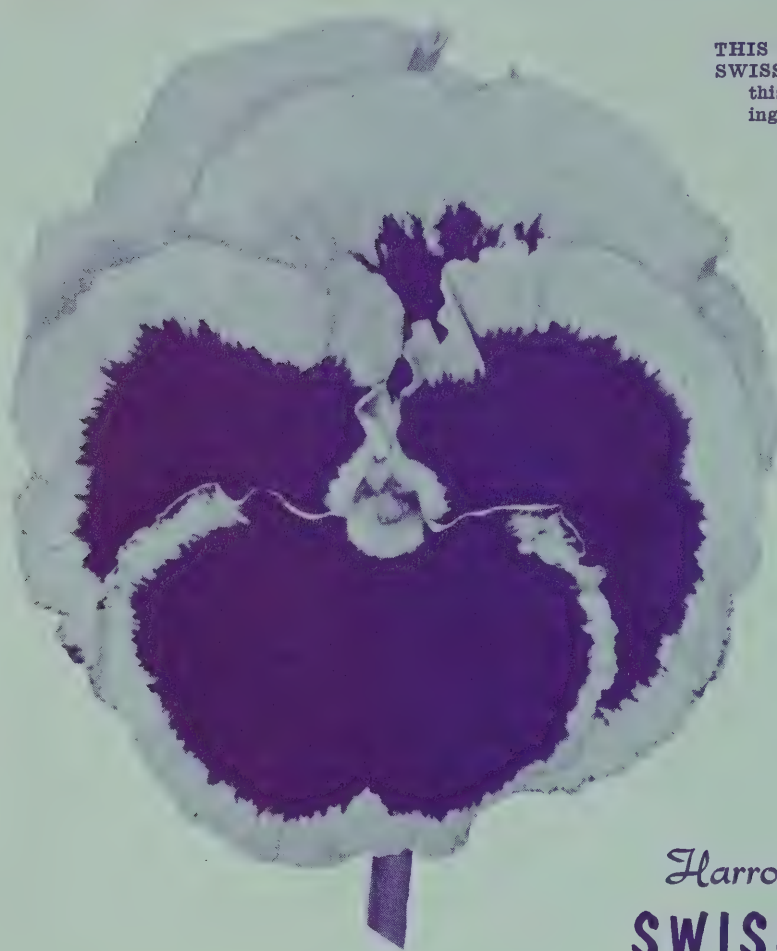
Introduced by us in 1929 this variety remained at the top of the list of **EXHIBITION TYPE** Pansies until superceeded by its progeny the Harrold's Pedigreed Giant Art-Shades. Among our professional customers it has retained its popularity because of its satisfactory performance and the reasonable cost of the seeds.

The flowers are very large when given good culture in a suitable situation and the plants are compact, robust and with good hardiness. They bloom among the very first in the spring and continue well into the summer if a bit of care is taken to see that they have adequate food and water. The color range is satisfactorily varied and the flower markings are typical of the Exhibition group. Many self colors as well as penciled and small blotched centers are included. Many flowers over 4 inches are usually produced with good culture.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.25; $\frac{1}{4}$ oz. \$4.00; $\frac{1}{2}$ oz. \$7.75; 1 oz. \$15.00; 2 ozs. \$28.00; 4 ozs. \$40.00; per pound \$150.00.

MODERN PANSIES - By C. W. and M. E. Harrold

In order that you may grow Pansies easily and more satisfactorily we issue a comprehensive culture booklet under the above title. As far as we know this is the most complete treatise on Pansy culture now in print comprising some 7,000 words of text describing the history and habits of Pansies as well as the most minute cultural detail both for the home gardener and the commercial grower producing plants in quantity. This booklet is **FREE WITH EVERY ORDER** for either Pansy or Viola seeds or plants. Those desiring the booklet alone may obtain a copy by remitting **TWENTY-FIVE CENTS IN COIN**. It will be sent postpaid.



THIS HARROLD'S PEDIGREED SWISS GIANT is quite typical of this variety in form and marking. Reproduction is about natural size of the flower photographed.

Harrold's Pedigreed **SWISS GIANTS**

Until the introduction this year of our Harrold's Pedigreed American Giants, this has remained our top "FANCY" type pansy of the past several years. These differ from the "Exhibition" type in the characteristic coloring and markings as you can see from the comparison of pictures shown.

In "Fancy" type Pansies the center blotch is usually quite heavy and covers a half or more of the three bottom petals; sometimes all five petals. The ground colors are usually different in character and tonal range even in those having lighter center blotch and it is to be recommended that for the greatest variety that you plant both types or use a blended mixture that contains both.

The flower size of these is very large and plant habit robust. They are as hardy as any bedding giant and flower stems are pleasingly long. Flower substance is very good. Flower color range is in darker shades than Exhibition varieties and many red, bronze and brilliant dark yellows are included. For variety we suggest that these and Harrold's Pedigreed Giant Art-Shades both be used.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.75; $\frac{1}{2}$ oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.

Harrold's IMPROVED SWISS - -

When a good "Fancy" type of Pansy mixture is desired and price is a consideration this is a most satisfactory sort to use. It is of course not as highly developed as our Harrold's Pedigreed American Giants or Harrold's Pedigreed Swiss Giants but is in a way the ancestor of both. It was developed early in the popularity of the "Swiss" type of Pansies and improved to the American gardening conditions and preference. Flower size is large, often as large as 4 inches and the color blend is exclusive with many rich shades.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.00; $\frac{1}{4}$ oz. \$3.25; $\frac{1}{2}$ oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

Harrold's ALL-AMERICAN BEDDING MIXTURE - -

This is a popular priced blended mixture - 80% from Harrold's Pedigreed originations and 20% from the best of many standard varieties that we grow or handle. This is a very useful general purpose mixture and is outstanding in value. Highly recommended for general bedding with giant flowers of most varied coloring. Plants healthy and hardy.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.00; $\frac{1}{4}$ oz. \$3.25; $\frac{1}{2}$ oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

Harrold's Pedigreed POT PANSIES

As far as we know this is an exclusive type with the Harrold's Pedigreed Line and was introduced by us back in the '30-s. It has had fair popularity, as good as any special purpose type ever has, because of its special application.

The photo shows a young plant in a 4 inch clay pot giving some idea of its compact habit and large flower size. It is very usable in window boxes, urns or large pots but its season of prime display is relatively short though enjoyable. In type and color range it is a blend to formula and contains all types and colors.

SEED PRICES: Trade Packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00.



Harrold's Pedigreed

CUT-FLOWER PANSIES

These have been another type that we pioneered having introduced the first commercial strain in 1930 and we believe that these were a "first" for us. There are two distinctly different types offered here, each has a specific use.

TALL GREENHOUSE TYPE

HARDY OUTDOOR TYPE

These are the tall growing strain - plants often reach 4½ feet under glass and reports of 4 foot plants have been made on open garden culture. For Cut-flowers this affords flowers with extremely long stems (10 to 16 inches) and the flowers are quite large though not as large as the best bedding sorts. Color range is the best of any of the tall strains that we have tested and with proper culture they afford an interesting subject. The plants of this variety is not equally hardy with other Pansies as freezing of more than 10 degrees will damage them and 20 degrees of frost will prove fatal. Recommended for outdoor culture only in mild climates or for spring planting; of most interest to the greenhouse operator.

SEED PRICES: Packet about 500 seeds, \$2.00; 1/16 oz. \$5.00; 1/8 oz. \$9.00; 1/4 oz. \$17.50.

This was our Original introduction. Growth is rather low but under glass the flowers are large and on stems 8 to 12 inches long. Color range is as varied as a good bedding variety and the plant is just as hardy and may be outdoor grown in the same manner. Flower stems will be somewhat shorter when grown out of doors than they will be when greenhouse grown - and these are suitable for the greenhouse. We have many customers who grow them in the greenhouse during the winter and also have cold-frame plants coming along for early spring cut flowers. They do make attractive bouquets that stand up several days after cutting.

SEED PRICES: Packet about 500 seeds, \$1.50; 1/16 oz. \$3.50; 1/8 oz. \$6.50; 1/4 oz. \$12.00.

Harrold's FORMAL COLOR PANSIES

These formal colors are all useful for borders or bedding where it is desired to carry out a color scheme or design. This group is all American Grown seeds of the largest flowering stock in these colors available. It should be remembered that NO separate color Pansy variety will come 100% true to color from seed (usually 80% or better) and that for a true color planting it will be necessary to over-plant and select the plants when in first bloom to set your separate color bed.

VARIETY	Color Description	Price Per Tr. Pkt.	1/16 oz.	1/8 oz.	1/4 oz.	1 oz.
HARROLD'S AZURE GIANTS:	The finest intensely blue Pansy.	\$1.00	\$2.25	\$4.00	\$ 7.75	\$15.00
HARROLD'S GOLDEN GIANTS:	The finest deep golden yellow with large dark brown or black blotch.	1.00	2.25	4.00	7.75	15.00
HARROLD'S RUBY GIANTS:	Shades of deep garnet red in the finest range. Striking wherever shown.	1.00	2.25	4.00	7.75	15.00
CORONATION GOLD:	A fine golden yellow self with apricot-orange tinge in center. Lightly penciled center on some bloom.	1.00	2.00	3.50	6.50	12.50
DELFT BLUE:	Soft porcelain blue. A delightfully delicate shade.	1.00	2.00	3.75	7.00	14.00
PAY DIRT:	A large golden yellow with slight center blotch or in some flowers only penciling.	1.00	3.00	6.00	11.00	20.00

SWISS GIANT TYPE SEPARATE COLORS - American Strain.

ALPENGLOW:	Select dark red shades. Harrold's Ruby Giants are better in size and color range.	1.00	2.00	3.25	6.25	12.00
BLACK KING:	The largest flowering nearly black Pansy in present cultivation. Prized by many gardeners as a novelty.	1.00	3.00	6.00	11.00	20.00
BLUMLISALP:	Soft pink and magenta-rose shades. Velvety blotch.	1.00	2.50	4.25	9.25	18.00
FIREBEACON:	Wall-flower red-orange with velvety blotch.	1.00	2.00	3.25	6.25	12.00
BERNA:	Giant violet-blue with bluish-black center.	1.00	2.00	3.25	6.25	12.00
LAKE OF THUN:	Sometimes listed as Thuner Sea or Ulswater Blue. A very lovely shade of bright blue. Harrold's Azure Giants are better.	1.00	2.00	3.25	6.25	12.00
ORANGE GIANT:	Rich light orange shading apricot. Attractive.	1.00	3.00	6.00	11.00	20.00
PURE WHITE:	The finest pure white Pansy. Fragrant and lightly ruffled. Striking with Harrold's Azure Giants.	1.00	2.00	3.25	6.25	12.00
RASPBERRY ROSE:	Soft raspberry pink with velvety wine colored center blotch.	1.00	2.50	4.25	9.25	18.00
RHEINGOLD:	Deep yellow with dark blotch. Harrold's Golden Giants are better in this color.	1.00	2.00	3.25	6.25	12.00

TRADE PACKETS contain about 1,000 seeds.

OTHER GIANT PANSIES - *Mixed Colors*

This group includes those varieties that have had more or less popularity among American gardeners and they are offered by us to round out America's Most Complete Line of Pansies. No matter what your preference in Pansies may be you can find exactly what you want here, in this single source.

AMERICAN VARIETIES Domestic Seed.

VARIETY	COLOR	Price Per	Tr. Pkt.	1/2 oz.	1/2 oz.	1/2 oz.	1 oz.	2 ozs.	4 ozs.
PANSY AMERICA:	Sometimes also listed as Early America. Good size and color.		\$.90	\$1.50	\$2.75	\$5.25	\$10.00	\$17.50	\$30.00
GENEVA GIANTS:	Select strain of Super-Swiss.		1.00	1.80	3.50	6.25	12.00	22.00	35.00
JUMBO MIXED:	(Steele) Harrold grown, first generation from originators stock seeds. Very large and good color range. Substance fair.		1.00	1.75	3.25	6.25	12.00	22.00	38.00
MAPLE LEAF GIANTS:	Sometimes called Canadian Giants. Robust, compact plants bearing huge flowers. The color range is dark and somewhat limited.		.90	1.50	2.75	5.25	10.00	17.50	30.00
ORCHID PASTEL MIXTURE:	Variously offered as Hybrid or Butterfly although not a true hybrid technically. Light and pastel shades with mostly light centers having small blotch or penciling.		1.00	2.75	5.00	9.50	18.00	34.00	50.00
MASTERPIECE:	This is a strain type originated in Europe and is the most frilled and ruffled of any Pansy. Colors mostly in deep shades.		.90	1.50	2.75	5.25	10.00	17.50
OREGON GIANTS:	A blend of types. Flowers of round form with good color and size.		1.00	2.00	3.75	6.25	12.00	22.00	38.00
SUPER-MAPLE LEAF:	An improved, re-selection of the original Maple Leaf. Better color range.		1.00	1.75	3.25	6.00	11.00	20.00	32.50
SCOTTISH EXHIBITION:	A nice blotched and spotted blend in a little different color range.		1.00	1.75	3.25	6.00	11.00	20.00	32.50
SUPER-SWISS MIXED:	Big blotched Swiss type selected to mostly 5 petal blotch. Good range.		1.00	1.75	3.25	6.00	11.00	20.00	30.00
SWISS GIANT MIXED:	A good Swiss type with 3 and 5 blotch marking. Good color range.		.90	1.50	2.75	5.25	10.00	17.50	28.00
DWARF SWISS MIXED:	Dwarf plant habit but giant flowered super-Swiss type. Good coloring.		1.00	1.75	3.25	6.00	11.00	20.00	30.00

EUROPEAN VARIETIES Imported Seeds.

BUGNOT'S SUPERB BLOTCHED:	Dark shades with very heavy centers.		.60	1.00	1.75	3.00	6.00	10.00	17.50
CASSIER'S 3 AND 5 BLOTCHED:	Many mauve and steel blue shades as well as bronzes.		.60	1.00	1.75	3.00	6.00	10.00	17.50
ENGLEMAN'S GIANTS:	An English strain of light and dark shades.		.90	1.75	3.25	6.25	12.00	22.00	35.00
ENGLEMAN'S SPECIAL:	From same stock but more fancy coloring.		1.00	2.00	3.75	7.00	13.00	25.00	38.00
ODIER'S GIANT BLOTCHED:	Many red and bronze shades.		.60	1.00	1.75	3.00	6.00	10.00	17.50
ORCHID FLOWERED MIXTURE:	Many delicate pastel shades. Flowers are not large but the coloring is interesting.		1.00	2.00	3.25	6.00	11.00
SWISS GIANTS IMPROVED:	A good standard strain.		.60	1.00	1.75	3.00	6.00	11.00	20.00

TRADE PACKETS contain about 1,000 seeds.

IMPORTED SEED SEPARATE COLORS

These are interesting and useful but not as large flowered as the American Strain seeds listed just above. For the fancier interested in types they will prove quite interesting and much of this seed is used by Park Departments and Estates for mass color effect at low cost. The Hiemalis or Ice Pansy is desirable where extreme hardiness and early flowering is prime requirements although they are rather small flowered being about half way between a Pansy and Viola in size.

TRIMARDEAU GIANT BEDDING - French Type.

VARIETY	Color Description	Price Per	Tr. Pkt.	1/2 oz.	1/2 oz.	1/2 oz.	1 oz.
ADONIS:	Light blue with white eye.		\$.60	\$1.00	\$1.75	\$3.00	\$6.00
AUREA PURA:	Pure golden yellow.		.60	1.00	1.75	3.00	6.00
CANDIDISSIMA:	A fine snow white.		.60	1.00	1.75	3.00	6.00
CARDINAL RED:	One of the nearest bright red Pansies.		.60	1.00	1.75	3.00	6.00
KING OF THE BLACKS:	Blackish purple. Not as large as Black King.		.60	1.10	2.00	3.50	6.50
LORD BEACONSFIELD:	Lower petals violet-blue with white top.		.60	1.00	1.75	3.00	6.00
LIGHT BLUE:	Soft French blue of attractive hue.		.60	1.10	2.00	3.50	6.50
PRINCE HENRY:	Rich dark blue of striking shade.		.60	1.00	1.75	3.00	6.00

GIANT BEDDING - Holland Type.

CRANGE KING:	Bright orange shading apricot. Orange Giant better.		.75	1.40	2.50	4.50	8.00
PURPLE GIANT:	A deep royal purple of velvety texture.		.75	1.40	2.50	4.50	8.00
ST. KNUD:	Deep orange yellow.		.75	1.40	2.50	4.50	8.00

IMPORTED SEPARATE COLOR PANSIES CONTINUED

HIEMALIS BEDDING GIANTS. (Ice Pansies)

VARIETY	Color Description	Price Per	Tr. Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
BLUE BOY: Silvery lilac. A popular color.	\$.75	\$1.25	\$2.00	\$3.50	\$7.00	
CELESTIAL QUEEN: Brilliant sky blue.75	1.25	2.00	3.50	7.00	
CLARET: Fine deep wine shades of much interest.75	1.25	2.00	3.50	7.00	
MARCH BEAUTY: Dark velvety purple.75	1.25	2.00	3.50	7.00	
NORTH POLE: Glistening pure white.75	1.25	2.00	3.50	7.00	
ORION: Pure golden yellow.75	1.25	2.00	3.50	7.00	
HIEMALIS MIXTURE: All colors in blend.75	1.25	2.00	3.50	7.00	

All Trade Packets about 1,000 seeds.

Harrold's VIOLA SEEDS - -

There is a special nich in every garden for nice Violas as companion plants to your Pansies, Primroses or other spring blooming plants. Like Pansies they may be had in bloom over a long season. The following are all of the finest available. Culture is the same as for Pansies.

VARIETY	Color	Price Per	Tr. Pkt.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
JERSEY GEM: Outstanding violet-blue. Compact.	\$1.00	\$2.50	\$4.75	\$9.00	\$16.00	
LAVENDER GEM: Similar to Jersey but lavender-blue.	1.00	2.50	4.75	9.00	16.00	
YELLOW GEM: The largest flowered golden yellow.	1.00	2.50	4.75	9.00	16.00	
WHITE GEM: A large flowered pure white.	1.00	2.50	4.75	9.00	16.00	
GEM VARIETIES MIXED: A mixture of the above 4 and others.	1.00	2.50	4.50	8.50	15.00	
ADMIRATION: A very attractive, large flowered dark blue.75	1.40	2.50	4.50	8.50	
ARKWRIGHT RUBY: Ruby red. Unlike many violas these have a large blotched center like miniature Pansies.	1.00	1.50	2.75	5.00	9.50	
BLUE PERFECTION: Very popular royal-blue. A good one.75	1.40	2.50	4.50	8.50	
CHANTREYLAND: The finest pure apricot. Grand in mass or with Blue Perfection or Jersey Gem.90	1.50	2.75	5.25	10.00	
GUSTAV WERMIG: Long stemmed violet-blue. Good cut flower.	1.00	1.50	2.75	5.00	9.50	
ILONA: Rose shades with lavender tinge.	1.00	1.50	2.75	5.00	9.50	
IMPROVED SCOTCH BEDDING MIXTURE: Large flowered mixture.90	1.50	2.75	5.25	10.00	
KING HENRY: Rich violet-blue with small yellow eye.	1.00	1.75	3.25	6.25	11.00	
LUTEA SPLENDESE: A standard golden yellow self.75	1.40	2.50	4.50	8.50	
PAPILIO LIGHT BLUE: Light blue with white center. Penciled.90	1.50	2.75	5.25	9.50	
PAPILIO DEEP VIOLET: Velvety true violet shade.75	1.40	2.75	5.25	9.50	
WHITE PERFECTION: Large flowered pure white. Free flowering.75	1.40	2.75	5.25	9.00	

Trade Packets about 1,000 seeds.

Harrold's HARDY PRIMROSES - -

BLUE SHADES: For the first time in several years we are able to offer a limited supply of both seeds and plants of blue polyanthus that has proven to be reasonably true to color. The shades range from bright azure blue to violet blue in about 75% of the plants. Flowers are large and plant habit good.

SEEDS: \$1.50 per packet, of about 200 seeds; 3 packets for \$4.00.

FIRST YEAR PLANTS: 25 for \$4.00; 50 for \$7.00; 100 for \$12.00 postpaid.

HARROLD'S PEDIGREE GIANTS: (Polyanthus-Veris Hybrids) An ideal spring companion to your Pansy beds. These are the largest flowered and a strain of the most varied colors to be obtained today. Available in mixed colors only the blend is most brilliant, containing reds, bronze, yellow, purple, white, pink, flame and many pastel multi-colors. Growth is robust, disease resistant and flower heads are massive. Seeds planted now will give nice plants for bloom next spring.

PLANTS: Year old and of good transplanting size, 50 for \$6.00; 100 for \$11.00; 250 for \$25.00 postpaid.

SEEDS: Tested germination. Packet about 300 seeds, \$1.00; 3 packets for \$2.50; 1/8 oz. \$4.00; 1/4 oz. \$7.50; 1/2 oz. \$14.00.

AURICULA: The popular Alpine Primrose for the shaded rockery. Flowers large in med. clusters. Coloring most varied and exclusive to this group. Each floret has a center blotch with a contrasting edge.

CASHMERIANA: A unique primrose not often seen. Dense heads of small florets in lilac shades. Plants about 10 inches high and free flowering.

SEEDS: Same price as Harrold's Pedigreed Giants and may be assorted with them on 3 pkt.





Pacific Giant Hybrid **DELPHINIUM**

BLACK KNIGHT: Really dark shades of velvety texture.

BLUE BIRD: A fine medium blue with white bee.

BLUE JAY: A very intense, brilliant blue with dark bee.

CAMELIARD: An exquisite pure lavender. Very striking.

GALAHAD: The finest pure white ever produced. Heavy in double flowering plants and comes quite true for a white.

GUINEVERE: A new pinkish-lavender with white bee.

KING ARTHUR: Royal violet-blue with white bee.

LANCELOT: Pure lilac with white bee.

ROUND TABLE: An exquisitely blended mixture of all the select, named colors.

SIR PERCIVAL: The newest white with black bee.

SUMMER SKIES: Light blue with attractive white bee.

SEED PRICES: Note that these are offered in 1/10th ounce units rather than geometric fractions. You'll find our prices more economical and you can buy any number of the 1/10th ounce units at the same as the full ounce rate. Minimum of each variety sold 1/10th ounce at \$1.20; 2/10ths, \$2.40; 1 ounce \$12.00; 2 ounces \$24.00. May be assorted in 1/10th ounce units.

Without doubt this strain of Giant Hybrid Delphiniums are the finest available today for the American garden. They are sufficiently hardy to permit culture in practically every part of the United States and they come remarkably true from seed for a stock of hybrid background. The plants are more resistant to disease than any other large flowered strain. Not quite as tall as some of the English varieties (a definite advantage in windy situations) the stems are tough and willowy, withstanding culture in exposed situations much better. The flowers are huge and the percentage of doubles is very high when grown from our seeds.



Harrold's Novelty

CACTI and **SUCCULENTS**

Interesting, easily cultured plants that are ideal for miniature gardening in the house. We offer only highly colored dwarf sorts that will be most interesting.

Planted in Fernwood Blocks

Already planted in Fernwood blocks these are simple and easy to culture. Given a sunny window they thrive in ordinary home atmosphere and need watering but about once a month. The Fernwood block is set in a shallow pan of water until saturated when watering them and that's the extent of their attention. A usual 50¢ to 75¢ seller.

MASTER COLLECTION: As pictured above, 24 planted individually, the complete collection for \$6.50 postpaid.

Economy Collections

These are not planted but are well started plants ideal for building your own miniature garden. The selections are most varied and in all cases we will endeavor, as nearly as possible, to send them all different when order is for 25. Selections will vary at different seasons.

PRICED AT: 25 for \$3.75; 100 for \$14.00 post-paid.



Harrold's

FUCHSIA SEED

The growing of Fuchsias from seed is an enjoyable experience. Not especially difficult you are always sure to develop some new colors and types not available in named plants. Culture is relatively easy with the cultural bulletin that we supply with each order for seeds.

SUPERLATIVE MIXTURE: The ultimate in quality being from all hand pollinated crosses on parent plants of named varieties rated "A" or "B" class by the American Fuchsia Society. Will bloom usually in 8 months to a year from planting. Seeds germinate slowly and irregular so plant early. **PRICE:** Per packet of about 150 seeds \$2.00; 1,000 seeds \$11.00.

DOUBLE AND SINGLE MIXED: From a most choice collection of named parent plants in a full range of colors and types. **PRICE:** Per packet, about 150 seeds \$1.50; 1,000 seeds \$6.00.

Harrold's

GLOXINIAS

These plants are of much interest to the house plant enthusiast and they do nicely in beds, boxes or urns under about the same treatment and situation as Tuberous Begonias. The culture is so similar to Begonias that no difficulty should be experienced by those who have mastered that plant. A famous garden authority has said, "to my mind Gloxinias are one of the outstanding house pot plants. They are striking and of almost perfect habit. By comparison many plants commonly grown in the house seem hardly worthwhile."

GLOXINIA SEEDS -

Actually about the only time of the year when these seeds are not in ideal planting season is between May and July and even then they may be planted with much success. July and on through the fall months is an ideal time for planting to have blooming plants during late winter and spring. The culture is not especially difficult but will require some care as with all really fine seeded plants. We supply a culture leaflet with all orders.

HYBRIDS GRANDIFLORA MIXTURE: A very fine blend of colors in the long tubed, giant flowering types. An excellent selection for the small grower.

DEFIANCE: A brilliant scarlet shade.

EMPEROR FREDERICK: Scarlet, bordered white.

EMPEROR WILLIAM: Dk. violet, bordered white.

MONT BLANC: Glistening pure white.

RIO des ROUGES: Brilliant blood scarlet, beautifully frilled.

VIOLECEA: Soft violet self.

WATERLOO: Attractive dark purple.

SEED PRICES: Any selection of these. Per packet of about 300 seeds, \$1.00; 4 packets for \$3.50.

GIERTH'S HYBRID RED: Very rich colored, huge flowers. Flexible leaves.

GIERTH'S HYBRID BLUE: Blue shades otherwise same as the red.

GIERTH'S HYBRID WHITE: Very fine large white.

HARROLD'S SHADES OF ROSE: A new super-giant type in shades of rich rose. Flexible leaves.

PRINCE ALBERT: Giant violet with white edge.

SPOTTED HYBRIDS: A new selection of the most unusual, large flowered types with spotted markings. Mostly in light shades.

HARROLD'S GIANT FLORISTS RED: Huge blood red flowers and plants with flexible leaves. A good shipper.

SWISS RED AND WHITE: A new Giant flowering strain with flexible leaves. Very attractive color and markings.

FLORISTS GIANT MIXTURE: A select blend of types and colors well suited to commercial culture.

SEED PRICES: Any selection of these. Per packet of about 300 seeds, \$1.50; 3 packets for \$3.50.



GREENHOUSE STRAIN SNAPDRAGONS

all the old favorites

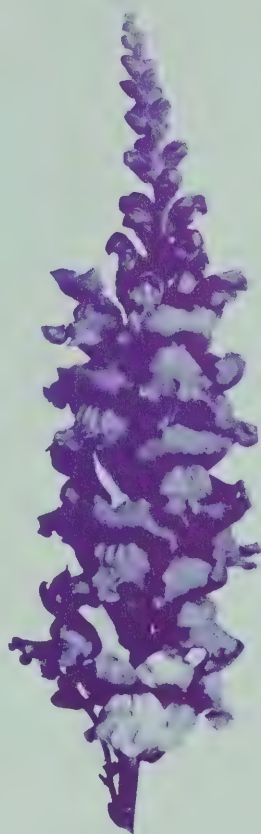
It will be found that our list of varieties are composed only of the older and proven favorites that have given excellent results for a great many years. While it's true that many florists use and prefer the new hybrid types, and some of them are very good, there are a lot of you who still like some of the older varieties that you've been acquainted with for so many years and whose peculiarities you have come to understand. We remain one of the very few sources still for these seeds and from the demand we have from year to year we seem still to be filling a need in this material.

This year it will be noted that all prices on all varieties are to be the same so that you can select a wide assortment and still have advantage of the uniform quantity prices. Two packet sizes are offered, the Trial Packet which carries about $\frac{1}{4}$ the quantity of seed of the Regular Packet. In either size no order for these seeds will be accepted for less than \$1.00 so in all cases it will be necessary to order at least 4 packets of the smaller size or 1 of the Regular Packets.

ALL PRICES UNIFORM: Trial Packets, about 200 seeds, for 35¢ each. REGULAR PACKETS: About 1,000 seeds, \$1.00; 5 pkts. for \$4.00; 10 pkts. for \$7.50; 20 pkts. for \$14.00.

OUTDOOR TYPE SNAPS

We stock a very complete line of these both in the regular and Tetra varieties, the latter in a nice selection of separate colors. These are listed in our Spring 1953 catalogue mailed to you earlier. If a copy is not handy a postcard will bring one at once.



you've known these for years

PINK AND ROSE SHADES

CHEVIOT MAID SUPREME: Popular deep pink.
DAYBREAK: Vigorous Briarcliff Rose pink.
LA FRANCE: (Windmiller) Ruffled Satiny pink.
MARIE LOUISE: (Raasch) Strong growing sea shell pink.
NAOMI: Rose pink, light touch yellow. Early.
PEGGY SCHUMANN: Quality large rose-pink.
PINK SUPREME: (Rockwood) Fine cutting pink.
PORTLAND PINK: Grand early rose pink.
ROSE ORANGE: A fine color.
ROSE QUEEN: (Witterstetter) A fine deep rose. Long a standard.
ST. LOUIS EARLY PINK: (Rowe) A quality silver pink.

BRONZE SHADES

AFTERGLOW: A popular bronze.
BRONZE CHRISTMAS CHEER: Early bright copper.
BRONZE QUEEN: (Somerset) Salmon bronze.
BEAULAH: (Smith) Rich golden bronze.
GLORIOUS: (Frank) Early reddish copper, yellow lip.
KIRKWOOD BEAUTY: Glowing bronze.
NEW DEAL: Early golden orange.
ROMAN GOLD: Gold shading apricot.
SUN TAN: Quite early orange-tan.
TERRY SURPRISE: Rich orange shading to rose.

WHITE

CHEVIOT MAID WHITE: Excellent commercial.
LUCKY STRIKE: Best all-time white.
SNOW WHITE: (Olsen) Useful florist white.
WESTOVER FRINGED WHITE: Fairly early.

RED

HARROLD'S RED IMPROVED: Deep wine red.
VELVET BEAUTY: American Beauty red.

YELLOW

CEYLON COURT - Standard: Canary yellow.
CEYLON COURT - Dark: A deeper yellow.
CHEVIOT MAID YELLOW: Popular early
EARLY YELLOW: (Schlegel) Quality early.
ETHEL: Fine golden yellow.
KLONDIKE SUPREME: Late flowering deep.
SARAH LOU: Fine commercial yellow.
SCHUMANN YELLOW: Large early yellow.
YELLOW PERFECTION: (Coates) Mid-season.
YELLOW WONDER: (Bezdek) Prolific early.

LAVENDER

BERTHA BAUR: Orchid lavender.

MIXTURES

FLORIST CUT-FLOWER BLEND: BEST cut flower formula.



You Can't Beat These

CUT FLOWER *Stocks*

Our Stock seeds are supplied by three of the foremost American growing specialists and they are unsurpassed in quality. In fact, coupled with our unique pricing method these afford today's greatest value in these seeds.

DOUBLE GIANT COLUMN

IMPROVED EXCELSIOR

- BALL No. 1:** Lilac lavender. Large flowers.
BALL No. 6: American Beauty. Deep carmine rose.
BALL No. 7: Malmaison Pink. Tall blush pink.
BALL No. 8: Ruby. Tall crimson-red.
BALL No. 9: Chamois Pink Improved. Rosy-buff.
BALL No. 11: Pink. Rose pink, lighter than No. 22.
BALL No. 14: Rose Pink. Deep rose pink.
BALL No. 16: White Improved. Fine florist white.
BALL No. 20: Apricot. Creamy buff, late.
BALL No. 21: Purple Heart. Tall blue-purple.
BALL No. 22: Supreme. Outstanding silvery rose.
BALL No. 24: Deep Apricot. Deeper than No. 20.
AVALANCHE: NEW early giant white.
GARDENIA: Giant, glistening white.
ILLUSION: Deep scarlet.
PASTEL LAVENDER: Live delicate color. New market shade.
ROYAL PURPLE: Deeper than Ball No. 21.
SILVER LILAC: Very fine lavender.
WHITE GIANT: Earliest, tallest white.
YELLOW WONDER: Best cut-flower yellow.
FLORISTS MIXTURE: A well blended mixture for general use.

PRICES: Our uniform price of \$9.00 per ounce is the lowest in the industry for quality seeds of freshest crop. You can still buy the 1/10 ounce at 90¢; 2/10 ounce at \$1.80 etc.

DOUBLE GIANTS OF CALIFORNIA

Heavier than Imperial Bismark. Closely planted they produce one huge terminal spike.
 Given more room laterals are also developed.

- GOLDEN GATE:** A good yellow.
MOJAVE: Rich velvety purple.
MONTEREY: Very fine shade of pink.
PACIFIC: An attractive shade of blue.
REDWOODS: Deepest blood red.
SANTA BARBARA: Pink overlayed buff.
PRICE: Our uniform price of \$3.50 per ounce is the best you'll find. 1/10 ounce 35¢.
- SANTA MARIA:** Best branching type white.
SEQUOIA: Rosy carmine.
TAHOE: A valuable lavender.
YOSEMITE: A fine shade of rose.
EXQUISITE MIXED: Blended from the entire variety group from seeds grown separately.

EARLY COLONIAL

Base branching with no terminal spike they give a number of large heads.

- MAYFLOWER:** Bright crimson-rose.
PRISCILLA: Silvery lavender.
PURITAN: Heavy pure white.
PRICE: Our uniform price of \$4.00 per ounce also applies to 1/10 ounce at 40¢.
- ROSE STANDISH:** Bright rose.
GROWERS BLEND: Well balanced in all the shades of this group.

DOUBLE GIANT IMPERIAL - Improved Bismark

- ANTIQUE COPPER:** Copper red.
APPLE BLOSSOM: Delicate pink.
BLOOD RED: Ruby red.
BUTTERCUP: Deep yellow.
CHAMOIS: Ivory and old rose.
DARK BLUE: As named.
ELK'S PRIDE: Royal purple.
FLESH: Bright coral pink.
- GOLDEN BALL:** Best yellow.
GOLDEN ROSE: Rose flushed cream.
LAVENDER: Silvery lilac.
LILAC: Medium lilac-blue.
ROSE: Deep rose pink.
SHASTA: Tall pure white.
BISMARK MIXED: All shades blended.

PRICES: Our uniform price of \$3.00 per ounce also applies to 1/10 ounce at 30¢.

HORTICULTURISTS SINCE 1902

OREGON, U. S. A.

PLEASE PRINT ADDRESS.

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TOTAL or CARRIED FORWARD

PLEASE READ TERMS OF SALE ON BACK OF THIS SHEET BEFORE ORDERING.

CUT ORDER BLANK OUT ALONG THIS LINE



BEST VARIETIES

Cineraria are always a popular winter and spring pot plant and the varieties listed at the right are probably the best general selection that you will find in them. These seed come to us from foremost specialist growers and are of excellent strain. $\frac{1}{4}$ ounce has about 3,000 seeds and will probably produce 1,500 to 2,000 plants.

CINERARIA

SEEDS

CRAMERS PRIZE: (Reselected) Very large heads, medium small flowers in rich shades mixed. Per 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{16}$ oz. \$6.00.

C. S. & M. MIXED: A universal blend of Cramers, Sitters & Multiflora that meets general average need. 1,000 seed pkt. \$1.00; $\frac{1}{4}$ oz. \$1.90; $\frac{1}{16}$ oz. \$5.50.

HOWARD AND SMITH CALIFORNIA SUPER GIANTS: Outstanding large flowers often 4 inches across in large basal branched heads. Plants 12 to 16 in. tall and color range brilliant and varied. 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.50; $\frac{1}{16}$ oz. \$9.00.

MULTIFLORA NANA HYBRIDA: Attractive flowers of medium size in large heads with yellow centers. Mostly self colors. A compact, good shipper. 1,000 seed pkt. \$1.00; $\frac{1}{4}$ oz. \$1.50; $\frac{1}{16}$ oz. \$5.50.

SITTERS RAINBOW MIXTURE: Immense heads of medium flowers with white eye and small foliage. 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{16}$ oz. \$6.00.

Florist Strain LARKSPUR SEEDS

Larkspur have for many years been a valuable cut-flower crop with many florists and they are also a showy garden plant. We offer here the selected best of this family all in the finest American seeds and varieties. Prices quoted are in units specified of each variety. The pound rate may be applied to any item of 6 ounces or more.

REGAL STRAIN: Has the desirable height and has branching habits of Giant Imperial, but florets are more like Delphinium. They are vigorous and early and the stems are tough. Flower heads are of excellent form and closely spaced.

DARK BLUE: Deep violet-blue.

LIGHT BLUE: Blue Bell shade. Regal habit.

LILAC: Pure clear lilac.

PINK: Brilliant pink on salmon ground.

SEED PRICES: $\frac{1}{4}$ oz. \$.40; 1 oz. \$1.50; Pound \$16.00.

ROSE: A rich florist's shade.

SALMON ROSE: Very rich salmon rose shade.

WHITE: Pure. Superior to White King.

REGAL MIXED: A formula blend.

SUPREME: A new, large flowered strain of excellent commercial quality. Florets closely spaced on large spikes, capable of forcing. Base branching.

DARK BLUE: Bright violet purple.

LILAC: Exceptionally clear salmon.

PINK: Rosy pink.

ROSE: Deep rose, deeper than Rosamond.

SEED PRICES: $\frac{1}{4}$ oz. \$.40; 1 oz. \$1.50; Pound \$14.00.

SALMON: A fine true salmon.

WHITE: Clear glistening white.

SUPREME MIXTURE: All shades grown separately and blended to formula.

SUPER MAJESTIC: The tallest of the Larkspur and having heavy spikes.

DEEP CARMINE: A striking shade.

LAVENDER: Medium rosy lavender.

LIGHT BLUE: Good color tone.

ROSE PINK: Rich, creamy rose pink.

SEED PRICES: $\frac{1}{4}$ oz. \$.35; 1 oz. \$1.30; Pound \$12.00.

DEEP SALMON PINK: Excellent florist's shade

WHITE: Large pure white.

MAJESTIC FORMULA MIXED: Blended.

GIANT IMPERIAL: Base branching. The old favorite.

BLUE BELL: Azure blue, lavender tinge.

BLUE SPIRE: Deep violet blue.

CARMINE KING IMPROVED: Carmine rose.

DAZZLER: Rich carmine-scarlet.

EXQUISITE PINK IMPROVED: Soft pink.

GLORIA IMPROVED: Deep salmon-rose.

LILAC KING: Rich lilac.

LILAC QUEEN: Lilac-blue.

SEED PRICES: $\frac{1}{4}$ oz. \$.30; 1 oz. \$1.25; Pound \$12.00.

LOS ANGELES IMP.: Brilliant pink.

MISS CALIFORNIA: Deep salmon-rose.

PINK KING: Soft salmon-rose.

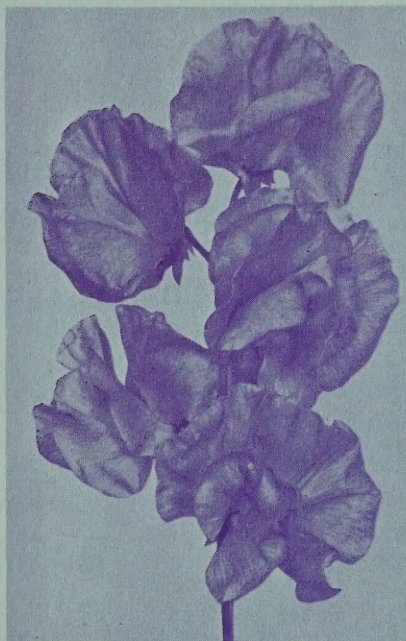
ROSALIND: Salmon-rose. Shatterproof.

SWEET LAVENDER: Lavender-blue.

WHITE KING: Glistening pure white.

WHITE COCKADE: Large pure white.

IMPERIAL MIXTURE: Full range blend.



Greenhouse Type

SWEET PEAS

ALL THE SAME PRICE

35¢ Per OUNCE; \$5.60 Per POUND

OUR OUNCE PRICE AT POUND RATE.

NOT LESS THAN 1 OZ. OF A VARIETY SOLD.

SWEET PEA SEED STILL AVAILABLE FOR EARLY SPOT DELIVERY FROM LAST HARVEST OR WE WILL HOLD FOR NEW HARVEST AND SHIP AS SOON AS AVAILABLE AS YOU PREFER. NOTE THE SAVING TO THE SMALL GROWER IN OUR PRICING POLICY ON THESE.

EARLY OR WINTER FLOWERING SPENCER

PINK, ROSE and SALMON SHADES.

APOLLO: Light salmon cerise.
BALL ROSE QUEEN: Large rose pink.
BALL ROSE SUPREME: Brt. silvery rose pink.
BOON: Large, deep salmon rose.
BRIDESMAID: Deep silvery pink.
COQUETTE: Coral pink.
DAPHNE: Soft salmon pink on cream.
HIAWATHA: Deep rose self.
LADDIE IMPROVED: Long stemmed giant rose.
MRS. H. S. REDDICK: Robust salmon pink.
SEQUOIA: Rich golden cerise.
SHIRLEY TEMPLE: Soft rose pink.
TOPS: Fine rose pink.

ORANGE SHADES.

BALL ORANGE IMPROVED: Clear brt. orange.
FIESTA: Orange-cerise.
TREASURE ISLAND: Golden orange.

BLUE, LAVENDER and PURPLE SHADES.

AMETHYST: Royal purple.
AVALON: New mid-blue.
HARMONY: Clear lavender.
RHAPSODY: Rosy-lavender.
TAHOE: Fine mid-blue.
TOP HAT: Deep bright violet-blue.
TRIUMPH: Long stemmed lilac-mauve.
TWILIGHT: Giant clear lavender.

SCARLET and MAROON SHADES.

BACCHUS: Rich red-maroon.
MISS ALABAMA: Deep chocolate-maroon.
PRIDE: Long stemmed deep cerise.
RED WOOD: Fine crimson.

WHITE and CREAM SHADES.

BALL WHITE: Large white. W. S.
HOPE IMPROVED: Pure white. B. S.
ORIENTAL: Rich cream. B. S.
WHITE CHAMPION: Giant pure white. W. S.

CUTHBERTSON SPRING FLOWERING

These are an important addition to this highly valued group of flowers. This strain has great vigor and produces a profusion of flowers of large size and much fragrance. Their main value above this is that they flower under glass better in spring than the winter flowered types. Planted from October till February they make a good commercial crop well into late spring. Cultured outdoors they do well almost everywhere and make possible Sweet Pea culture in hot climates where these beautiful flowers were not successful before. Try them and you'll like them.

BILLY: Light carmine.
CAROL: Clear pink on white ground.
COLINE: Scarlet cerise.
CONNIE: Chamois.
DANNY: Navy blue.
DAVID: Bright rose crimson.
DORIS: Distinct cherry rose. Huge.
EVELYN: Salmon cream pink.
FLORA: Rose carmine.
FRANCES: Clear salmon pink, white ground.
FRANK G.: Rosy lavender.
HAZEL: Light blue.
HELEN: Blush pink.

JANET: White, black seeded.
JENNIE: White, white seeded.
JESSIE: Mauve.
JIMMY: Deep scarlet of unusual size. New.
KATIE: Rosy cream pink.
KENNETH: Crimson.
LIZA: Deep maroon.
LOIS: Clear rose pink.
MARION: Cream, black seeded.
RONNIE: Deep orange.
RUTH: Deep rose pink.
WILLIAM: Cream, rose picotee edge.
FINEST MIXED: All shades well blended.